

STATE ADVERTISING DIVISION

Until a few decades ago each of the forty-eight states lived more or less unto itself, but with improved methods of transportation, both people and industries move about. North Carolina was one of the first States to realize the importance of letting the rest of the world know about their attractions. The State Advertising Division performs this task for North Carolina. It does it through the medium of display advertising in National Magazines and newspapers; through motion pictures, radio and television; through news and feature stories and photographs to periodicals and books, including reference and textbooks; through booklets and pamphlets, with information about the Tarheel State's tourist, home-making, industrial and agricultural attractions; and by answering hundreds of thousands of requests for information from correspondents all over the world.

Example of scenic photograph distributed by the State News Bureau to win world-wide publicity for North Carolina's attractions. The Blue Ridge Parkway meeting the Great Smoky Mountains. These parks, both partly in North Carolina, are the most visited of all national parks. In 1951 more than 4,000,000 people enjoyed their recreational advantages.

